March 29, 1993

CIRCULAR #679

To Our All American Value Customers

Re: All American Value Revised Pricing Structure

Effective with invoices dated April 1, 1993, we are pleased to announce the following pricing structure for our All American Value (AAV) brand family:

	King Size (Per M)	100MM (Per M)
List Price	$39.20	$40.45
Off Invoice Allowances:		
Wholesale Trade Discount	$ 1.00	$ 1.00
Promotion Trade Discount	$ 4.00	$ 4.00
Monthly Allowance	$ 2.50	$ 2.50
Semi Annual Allowance	$ 1.25	$ 1.25

We have developed this revised pricing structure to enable you to remain competitive given current marketplace developments. We appreciate your continued support in the marketing of our products.

FAMOUS VALUE BRANDS

A Division of Philip Morris

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Source: https://www.industrydocuments.ucsf.edu/docs/xqvk0004